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THIS MESSAGE

Is only for you who are thrifty

To such it contains some facts and figures that can not be ignored.

$300.00 NET PROFIT

from

$30.00 WORTH OF KNIGHT'S PLANTS

The patch that did this is pictured above. It's owner is a lady customer of ours from Pennsylvania. Anyone near a good market can do as well or better with our quality plants.

BETTER PLANTS FOR LESS MONEY

For four decades the largest and most discriminating berry growers in the country have depended upon Knight's plants for their success. Turn to inside page and learn how it is possible for us to sell you such good stock at so low a price.

DAVID KNIGHT & SON, Sawyer, Mich.

One of our competitors used advertising space this large in a recent publication, and it cost them

Over $900.00

In the same paper we used the small space as represented below, but our cost was

Only $46.50

Those people grow good plants, but we know and they would admit—if we were all face to face—that our plants are as carefully grown and as good in every way as theirs.

Does their extra expenditure of $850.00 make their plants any more valuable to YOU?

And are YOU willing to share this heavy cost when it will benefit YOU not one cent?

We believe not.

If you agree with us—
If you believe we have taken the right stand and appreciate the saving we are making the consumer—then you will indorse our policy by placing your order with us now at these new low prices.

Our advertisement appeared in space this large. YOU can benefit by this saving—This year.

Did You Ever Get The Money That Someone Else Saved?

Probably not.

But you can this year—If you will.

We who have something to sell must advertise. That is a proven fact. But how much is a question.

When our catalog was printed we had planned an extensive—and expensive—advertising campaign.

The thousands of dollars we planned to spend in this way was for the purpose of selling our millions of plants—and at a price to cover the advertising cost. But since that time we have thought of another way—a better way if it works out.

DO YOU KNOW that an advertisement just one column wide and 10 inches long in Farm Journal costs $910.00 for each insertion?

AND DO YOU KNOW that a half-page in Country Gentleman costs over $1,500.00 each time used?

We are using 14 publications such as these to broadcast our business.

If we used as much space in all of these papers as you will see used by some firms this year, the cost would not be less than $25,000.00.

And of course the cost would have to be added to the price of plants—there is no other way to take care of it.

We spent several hours at the office New Years day thinking over these things and we decided—

> That we would run no large ads this year.
> That we would spend for advertising this season not to exceed $2,500.00.
> And that we would give our customers the benefit of this big saving.

Our catalogs were already printed so this message had to be written and mailed. We may be wrong—we may wish we had stuck to our original plan—but I don't believe it.

Our plants, backed by our 40 years' experience, are as good as can be grown—anywhere—any time—or at any price.

$25,000.00 spent in advertising these same plants would not make them produce one berry more.

Nor will the plants grown by the firms who are spending that much make you one cent more than ours.

So if our plan will dispose of our plants and save our customers thousands of dollars, it deserves success.

Raspberry, blackberry and other bush plants we cannot reduce as they are not plentiful and prices are already low.

But we have figured everything out carefully and find that our saving in advertising will allow us to reduce the price of strawberry plants from 10% to 25% over the low prices already quoted in our catalog.

Turn this page and see some surprising prices.

These Reduced Prices

are only possible because of our big saving on advertising and because we have grown twice as many plants this year as ever before—thus cutting down production costs.

Remember This.

Firms spending thousands of dollars for horticultural advertising, and thousands more for colored catalogs cannot sell the same quality plants as ours at so low a price.

THESE NEW LOW PRICES IN EFFECT NOW

	25	*100*	*200*	*300*	*400*	*1000*
Progressive	$0.60	$1.35	$2.00	$2.70	$3.20	$ 7.25
Champion	.60	1.35	2.10	2.90	3.50	8.00
Aroma	.50	.85	1.40	1.60	2.00	4.50
Brandywine	.50	.85	1.40	1.80	2.20	5.00
Bun Special	.50	1.15	1.80	2.25	2.90	6.50
Cooper	.70	1.45	2.40	3.15	3.70	10.00
Charles 1st	.50	.85	1.40	1.60	2.00	4.50
Dr. Burrill	.40	.75	1.00	1.30	1.60	3.50
Eaton	.50	1.15	1.80	2.25	2.90	6.50
Gandy	.50	.85	1.40	1.80	2.20	5.00
Gibson	.40	.75	1.00	1.30	1.60	3.50
Glen Mary	.50	1.00	1.70	2.15	2.65	6.00
Haverland	.50	.85	1.40	1.60	2.00	4.50
Howard No. 17	.60	1.35	2.10	2.90	3.50	8.00
Premier	.50	.85	1.40	1.80	2.20	5.00
Sample	.60	.85	1.40	1.60	2.00	4.50
Senator Dunlap	.40	.70	.90	1.10	1.40	3.00
Teddy Roosevelt	.60	1.35	2.10	2.90	3.50	8.00

And our *"Knight's Wonder Garden"* described on inside front cover of catalog will stand a reduction of 20%—making the new price ONLY $4.00—*a rare bargain.*

We have every confidence that our new plan is sound business and that it will be appreciated and endorsed by fruit growers in the form of thousands of orders. Every order will have careful personal attention but the early ones will be given shipping preference. You can do nothing more important than to make up your order and send to us the very day this folder reaches you.

DAVID KNIGHT & SON **Sawyer, Michigan**

If our catalog has been misplaced advise us and we will send another.